

One on One Presentation

Action Steps to Get Started

PRESENTATION PRACTICE

The level of success achieved, will be a direct result of your commitment to self-development. Work to improve your presentation skills. Present with family and friends to increase your plan knowledge, presentation abilities, comfort, and confidence level.

Practice - Work to complete the Directory Listing and Flipchart Presentation within the stated timeframes for each practice session. Utilize the scripts, reading them word for word until you’ve mastered them.

Time	Name of Participant	Completed	Not Complete
30 Min			
30 Min			
30 Min			
25 Min			
25 Min			
25 Min			
20 Min			
20 Min			
20 Min			
20 Min			

FOLLOW THE SCRIPT

Directory Listing Approach – Statistics have shown that the best time to see a business owner is between 8:00 a.m. and 2:00 p.m. Outside of these hours, you may be able to make an exposure, but the business owner will often not accept a presentation. For this reason, we created a prospecting tool called the "Free Directory Listing" or Free Business Listing. The Directory Listing approach will help you develop rapport with the business owner - allowing you and the business owner to get to know each other a little better. It will also provide you with an opportunity to ask questions that will help you determine if they are a Prospect or Suspect.

The Directory Listing allows you to list any business, FREE for ONE YEAR, on the GoSmallBiz.com Business Directory. The GoSmallBiz directory works similar to a Chamber of Commerce directory where business owners go to find businesses to do business with. The listing is completely free and at the end of one year, they will simply drop off – no strings attached.

Time for Action – Once you're in a business, ask for the business owner by first name (when available). Once in front of a business owner, you'll ask: "I want to make sure that one of our associates has been by to get your business listed on GoSmallBiz.com." If someone has, you move right on to the next business. If no one has been there, follow the script on the next page to accomplish three things:

1. Get the business listed on GoSmallBiz.com. (Building Rapport and Demonstrating Value)
2. Determine if they have any needs we can help with. (Prospect vs. Suspect)
3. Determine if they're open to receiving help with their needs. (Presentation Appointment)

Follow the Script

"Hi (Business Owners First Name),

My name is (Your Name) with GoSmallBiz.com. I'm in the area to see if our staff has stopped by to get you listed on our Corporate Directory of Small Businesses, FREE for one year."

"Has someone been by?"

(Yes) "Great, thank you for your time."

(No) "I apologize for that, do you have a business card? I'll take care of that right now."

Move forward to get the business listed using the Free Directory Listing.

Develop Rapport - As you're filling out the front of the Directory Listing, talk to the business owner about their business – how they got started, how many years they've been in the industry, etc. Be aware of your surroundings and ask questions about things that are in the office like pictures of kids, sports memorabilia, and awards. **A business owner will do business with people that they know, like, and trust.** Don't worry about the time this takes, you have as long as it takes to complete the front of the Directory Listing and make progress in developing rapport.

Once you've developed rapport, have the business owner talking, and established a mutual comfort level – move to the back of the Directory Listing. Ask them the questions on the back as part of the process. To move to the back you simply say:

"I just need to ask you a few more questions."

Follow the Script

Questions - The purpose of asking the questions on the back of the Directory Listing is to determine if you have a Real Prospect. You're determining if the business owner has needs the membership could help solve. This is where your Certification Training is so important. It's vital that you know the membership well enough so that when a business owner responds with a yes, you can determine how to respond by demonstrating how the membership can help fulfill their needs.

Now What? – Once you're done with the Directory Listing, you'll need to decide if this is a good or bad prospect. If they have No Yes's on the back, they're a Bad Prospect. Once you've identified a bad prospect, thank them for their time, post their business on GoSmallBiz.com, and move on.

If you have a business owner with Yes's on the back, you have a Good Prospect. You'll want to follow the script below to transition into a Flip Chart Presentation on the spot, so you can help them with the areas they have a need in:

“This completes your 1 year free business listing on GoSmallBiz.com.”

“But I see you have some yes'; if there was a way I could show you how we can help you in these areas, would you be interested in the information, it takes about 15 minutes?”

(Yes) Ask, *“Do you have someone else that needs to hear the information like a partner or maybe your wife, or do you make the final decisions?”*

Follow the Script

A Few Tips - If the business owner is interested in hearing how you can help them, you'll have to make sure that he or she is the final decision maker and that there is no one else that will need to hear the information. If there is, then you need to set an appointment and leave. DO NOT, give a 30 second commercial on how you're going to help them, DO NOT leave a business card unless asked, and DO NOT leave a DVD, CD, MP3 or any other types of material that the business owner will be able to look through. Why? You know how the membership can help them and will be able to deliver the most effective presentation and educate the business owner better than anything or anyone else. Set the appointment and leave. If there isn't another person that needs to hear the information, you're ready to move on to the next step...

Presentation – The Flip Chart will be the most effective way to present to a business owner. The reason for this – Through the Directory Listing and Needs Analysis process, you'll be able to determine where a business owner needs help. And with the Flip Chart, tailor your presentation specifically to those needs.

Objections

Can't you give me some information over the phone?

"I would be happy to do so, but I believe you will benefit more from the information I have if we can sit down together and I can show it to you. It won't take any longer than 10 – 15 minutes."

- Would the morning or afternoon be better for you?
- Would Tuesday or Wednesday be more convenient for you?
- I have appointments open at 10AM and 11 AM – which is better for you?

I'm too busy to hear your information.

"I can appreciate that. Most people I see are busy and I don't want to interrupt you at a time that might not be convenient for you."

- I have appointments open at 10AM and 11 AM – which is better for you?
- Would Tuesday or Wednesday be more convenient for you?
- Would the morning or afternoon be better for you?

Can't you just mail me some information?

"I'd be glad to mail the information, but I'm sure you'll have several questions which I know you'll want to ask me. It will only take a few moments to show you information which has benefited other businesses just like yours. Also, I'd like to meet with you personally."

- Would the morning or afternoon be better for you?
- Would Tuesday or Wednesday be more convenient for you?
- I have appointments open at 10AM and 11 AM – which is better for you?

I can't see you unless I know what it is.

"I can certainly understand that... We provide business owners with access to the top minds and tools in the country, to benefit any area of their business."

- I have appointments open at 10AM and 11 AM – which is better for you?
- Would the morning or afternoon be better for you?
- Would Tuesday or Wednesday be more convenient for you?

DO YOU HAVE A REAL PROSPECT?

CAN THE MEMBERSHIP HELP?

Had a dispute with a supplier, landlord, customer or employee?	<ul style="list-style-type: none"> • Unlimited Consultation with Law Firm • Unlimited Questions to the Business Consultants
Had difficulty collecting money from customers?	<ul style="list-style-type: none"> • Unlimited Consultation with Business Consultants • 3 Step Collection Letters from GoSmallBiz • Unlimited Consultation with Law Firm • Collection Letters from the Law Firm
Signed a contract or document you hadn't fully read or understood?	<ul style="list-style-type: none"> • Document and Contract Review by the Law Firm
Wondered if you were maximizing your business tax deductions?	<ul style="list-style-type: none"> • Document and Contract Review by the Law Firm • Unlimited Questions to the Business Consultants • Tax Section and Resources on GoSmallBiz.com
Had questions about incorporating and legally protecting your business?	<ul style="list-style-type: none"> • Unlimited Consultation with the Law Firm • Contract and Document Review by the Law Firm • Unlimited Questions to the Business Consultants • Tax Section and Resources on GoSmallBiz.com • Business Entity and Resources on GoSmallBiz.com • Creating a Corporation through Legal Shield.
Been concerned with the risk of being sued by customers, vendors or employees?	<ul style="list-style-type: none"> • Unlimited Consultation with the Law Firm • Contract and Document Review by the Law Firm • Unlimited Questions to the Business Consultants • Resource Sections on GoSmallBiz.com • Trial Defense
Wanted to market your business more effectively over the internet?	<ul style="list-style-type: none"> • Unlimited Questions to the Business Consultants • 4 Page and 10+ Page Websites
Wanted to have a resource for ANY business or legal questions without having to worry about fees?	<ul style="list-style-type: none"> • Unlimited Consultation with the Law Firm • Unlimited Questions to the Business Consultants
Wanted to get advice on increasing your business sales and profits?	<ul style="list-style-type: none"> • Unlimited Questions to the Business Consultants • Distance Learning Center
Needed a way to easily create or update your business plan?	<ul style="list-style-type: none"> • Unlimited Questions to the Business Consultants • The ToolBox Business Plan Builder • Resources from GoSmallBiz.com
Had to hire or fire an employee?	<ul style="list-style-type: none"> • Unlimited Consultation with the Law Firm • Unlimited Questions to the Business Consultants • HR Modules in the ToolBox • Resources from GoSmallBiz.com
Wondered if you are fully compliant with local and national regulations?	<ul style="list-style-type: none"> • Unlimited Consultation with the Law Firm • Unlimited Questions to the Business Consultants • Risk Assessment Tool in the ToolBox